

10-09-2001



101867294

Form PTO-1594
1-31-92

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): 10-101
 Livewell Acquisition (IP), LLC

Individuals Association
 General Partnership - Limited Partnership
 Corporation - State:
 Other - Delaware Limited Liability Company

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):
 Name: B.A.S.S. (IP), LLC
 Internal Address: _____
 Street Address: ESPN Plaza
 City: Bristol State: Connecticut Country: 06010-7454

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation - _____
 Other - Delaware Limited Liability Company

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
 (Designations must be a separate document from Assignment)
 Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

Assignment Merger
 Security Interest Change of Name
 Other _____

Effective Date: April 6, 2001

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s)
Please see attached Schedule A

Trademark Registration No.(s)\
Please see attached Schedule A

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: Karen Dwyer, Legal Assistant
 Internal Address: White & Case LLP

Street Address: 1155 Avenue of the Americas
 City: New York State: NY ZIP: 10036

6. Total number of applications and registration involved 62

7. Total fee (37 CFR 3.41): \$ 1565.00

Enclosed
 Authorized to be charged to deposit account in case of deficiency

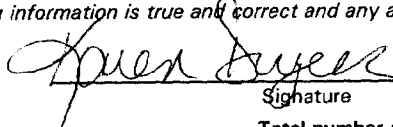
8. Deposit account number:
23-1705 (in case of deficiency)
 (Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

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01 FC:481 40.00 DP
 02 FC:482 1525.00 DP

9. Statement and signature.
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Karen Dwyer  10/11/01
 Name of Person Signing Signature Date

Total number of pages comprising cover sheet: 1

OMB No. 0651-0011 (exp. 4/94)

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Mail documents to be recorded with required cover sheet information to:

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Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project (0651-0011), Washington, D.C. 20503.

B.A.S.S. U.S. Applications

Mark:	Application No.:	Application Date	Docket No.:
B.A.S.S. & FISH DESIGN	75/373,370	10/15/1997	70185-0219
B.A.S.S. FEDERATION NATIONAL CHAMPIONSHIP	76/032,534	04/24/2000	70185-0262
B.A.S.S. OUTDOOR AMERICA	75/902,179	01/27/2000	70185-0196
B.A.S.S. OUTDOOR AMERICA & DESIGN	75/359,550	09/19/1997	70185-0223
BASSMASTER UNIVERSITY	76/134,168	09/25/2000	70185-0265
CLEAN WATER CRITTERS	75/279,900	04/23/1997	70185-0214
MOONLIGHT	76/129,638	09/15/2000	70185-0264

B.A.S.S. U.S. REGISTRATIONS

MARK:	REGISTRATION NO.	STATUS	DATE	DOCKET NO.
ANGLERS FOR CLEAN WATER	1,687,418	Renewal due	05/12/2002	70185-0019
ASSOCIATION OF B.A.S.S. PROFESSIONALS	1,604,940	Renewal due	07/03/2010	70185-0099
ASSOCIATION OF B.A.S.S. PROFESSIONALS & DESIGN	1,610,873	Renewal due	08/21/2010	70185-0108
B.A.S.S.	1,348,785	Renewal due	07/09/2005	70185-0079
B.A.S.S. & DESIGN	2,153,782	Section 8 & 15 Renewal due	04/28/2004 04/28/2008	70185-0217
B.A.S.S. & FISH DESIGN (ABOVE)	2,030,722	Section 8 & 15 Renewal due	01/14/2003 01/14/2007	70185-0165A
B.A.S.S. & FISH DESIGN (ON)	2,025,891	Section 8 & 15 Renewal due	12/24/2002 12/24/2006	70185-0165B
B.A.S.S. CHAPTER FEDERATION & DESIGN	1,204,131	Renewal due	08/03/2002	70185-0085
B.A.S.S. CLASSIC & FISH DESIGN (ABOVE)	2,030,737	Section 8 & 15 Renewal due	01/14/2003 01/14/2007	70185-0163A
B.A.S.S. CLASSIC & FISH DESIGN (ON)	2,030,738	Section 8 & 15 Renewal due	01/14/2003 01/14/2007	70185-0163B
B.A.S.S. FISHING TECHNIQUES	2,081,551	Section 8 & 15 Renewal due	07/22/2003 07/22/2007	70185-0206
B.A.S.S. NATIONAL FEDERATION	1,891,538	Renewal due	04/25/2005	70185-0155
B.A.S.S. NATIONAL FEDERATION & DESIGN	1,606,072	Renewal due	07/10/2010	70185-0093
B.A.S.S. ON TOUR	1,790,990	Renewal due	08/31/2003	70185-0057

B.A.S.S. TIMES	1,167,250	Renewal due	09/01/2011	70185-0084
BASS ANGLERS SPORTSMAN SOCIETY & FISH DESIGN	921,761	Renewal due	10/05/2011	70185-0004
BASS ANGLERS SPORTSMAN SOCIETY	1,718,299	Renewal due	09/22/2002	70185-0138
BASS ANGLERS SPORTSMAN SOCIETY	1,477,212	Renewal due	02/16/2008	70185-0125
BASS MASTERS CLASSIC	1,792,669	Renewal due	09/14/2003	70185-0167
BASS MASTERS CLASSIC	1,986,282	Section 8 & 15 Renewal due	07/09/2002 07/09/2006	70185-0167
BASS MASTERS CLASSIC	1,743,199	Renewal due	12/29/2002	70185-0136
BASS MASTERS CLASSIC	1,050,964	Renewal due	10/19/2006	70185-0050
BASS MASTERS CLASSIC	1,105,090	Renewal due	10/31/2008	70185-0110
BASS MASTERS CLASSIC & DESIGN	1,579,512	Renewal due	01/23/2010	70185-0103
BASSIN' BUDDY	1,400,754	Renewal due	07/08/2006	70185-0112
BASSMASTER	921,984	Renewal due	10/12/2011	70185-0055
BASSMASTER	1,411,744	Renewal due	09/30/2006	70185-0035
BASSMASTER	2,368,713	Section 8 & 15 Renewal due	07/18/2006 07/18/2010	70185-0256
BASSMASTER CASTINGKIDS	1,796,107	Renewal due	09/28/2003	70185-0003
BASSMASTER TOP 100	1,987,999	Section 8 & 15 Renewal due	07/23/2002 07/23/2006	70185-0189
BASSMASTER'S TOP BASS DESTINATIONS	2,160,398	Section 8 7 15 Renewal due	05/26/2004 05/26/2008	70185-0213
BASSMASTERS	975,238	Renewal due	12/18/2003	70185-0120

BILLY BASS	1,747,921	Renewal due	01/19/2003	70185-0011
CAST ACROSS AMERICA	1,924,286	Section 8 & 15 Renewal due	10/03/2001 10/03/2005	70185-0154
CASTINGKIDS	1,736,507	Renewal due	12/01/2002	70185-0029
CLASSIC	1,537,737	Renewal due	05/02/2009	70185-0056
CLASSIC REPORT	1,674,216	Renewal due	02/04/2002	70185-0005
FISHING TACKLE RETAILER	1,195,988	Renewal due	05/18/2002	70185-0075
FISHING TACKLE RETAILER	2,257,220	Section 8 & 15 Renewal due	06/29/2005 06/29/2009	70185-0088
GO FISHING AMERICA	2,054,602	Section 8 & 15 Renewal due	04/22/2003 04/22/2007	70185-0200
GUNS & GEARS	2,252,210	Section 8 & 15 Renewal due	06/08/2005 06/08/2009	70185-0246
KIDS CLASSIC	2,200,622	Section 8 & 15	10/27/2004	70185-0220

State of Delaware
Office of the Secretary of State

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I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "LIVEWELL ACQUISITION (IP), LLC", CHANGING ITS NAME FROM "LIVEWELL ACQUISITION (IP), LLC" TO "B.A.S.S. (IP), LLC", FILED IN THIS OFFICE ON THE SIXTH DAY OF APRIL, A.D. 2001, AT 11 O'CLOCK A.M.



Harriet Smith Windsor
Harriet Smith Windsor, Secretary of State

3347842 8100

AUTHENTICATION: 1069434

010169914

DATE: 04-09-01


TRADEMARK
REEL: 002375 FRAME: 0841

CERTIFICATE OF AMENDMENT
OF
CERTIFICATE OF FORMATION
OF
LIVEWELL ACQUISITION (IP), LLC

1. The name of the limited liability company is Livewell Acquisition (IP), LLC.
2. The Certificate of Formation of the limited liability company is hereby amended as follows:

"1. The name of the limited liability company is
B.A.S.S. (IP), LLC."

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Amendment of Livewell Acquisition (IP), LLC this 3rd day of April, 2001.

By: 

David K. Thompson
Its: Vice President

Reg. No.	Renewal Due Status	Date	Docket No.
2,054,676	Section 8 & 15 Renewal Due	04/22/2003 04/22/2007	70185-0202
1,810,735	Renewal Due	12/14/2003	70185-0132
1,709,330	Renewal Due	08/18/2002	70185-0133
1,793,939	Renewal Due	09/21/2003	70185-0127
1,700,503	Renewal Due	07/14/2002	70185-0060
1,949,212	Section 8 & 15 Renewal Due	01/16/2002 01/16/2006	70185-0191
1,078,367	Renewal Due	11/29/2007	70185-0048
1,289,402	Renewal Due	08/07/2004	70185-0076
1,913,301	Renewal Due	08/22/2005	70185-0156
1,399,867	Renewal Due	07/01/2006	70185-0072
1,919,097	Section 8 Affidvit Renewal Due	09/12/2001 09/12/2005	70185-0153
1,847,934	Renewal Due	08/02/2004	70185-0021
1,720,941	Renewal Due	09/29/2002	70185-0020

THE